

## Message Text

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ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----084754 231424Z /43

R 231216Z AUG 78  
FM AMEMBASSY ANTANANARIVO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0892

UNCLAS SECTION 1 OF 2 ANTANANARIVO 1599

USDOC

E.O. 11652: N/A  
TAGS: BEXP, MA  
SUBJECT: ADS REQUEST: BIO CATALYTIC CORP., SCOTTSDALE, ARIZONA

REF: ADS REQUEST TRANSMITTED BY COMMERCE 7/6/78, RECEIVED  
ANTANANARIVO 7/22/78

1. EMBASSY VISITED SIX FIRMS. FOUR OF THE VISITED FIRMS  
EXPRESSED INTEREST IN CORRESPONDING WITH BIO CATALYTIC CORP.  
ABOUT THE IMPORTATION OF BIO CAT FOLIAR SPRAY AND SOIL  
ADDITIVE:

A. COROI - COMPTOIR DE COMMERCE & DE  
REPRESENTATION DE L'OCEAN INDIEN  
LALANA SOLOMBAVAMBAHOAKA FRANTSAY 77  
BOITE POSTALE 428  
ANTANANARIVO, MADAGASCAR  
CONTACT: FRANCIS RAZAKABOANA, COMMERCIAL DIRECTOR

PHONE NO.: 210-44  
CABLE: COROI TANA  
TELEX: 22214 ANTANANARIVO  
COMMENT: A VERY LARGE, STATE-OWNED IMPORT-EXPORT  
FIRM (CAPITALIZED AT 88 MILLION FMG, APPR. 375,000 US  
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DOLLARS) WITH EXCELLENT REPUTATION. ONE OF THE LEADING  
IMPORTERS OF CHEMICAL PRODUCTS (ESPECIALLY FERTILIZERS).  
INTERESTED IN REPRESENTING BIO CAT FOLIAR SPRAY AND  
SOIL ADDITIVE PROVIDED IT IS VERY EFFICIENT AND PRICED  
COMPETITIVELY. EXPRESSED INTEREST IN KNOWING ITS  
FORMULA. COMMERCIAL DIRECTOR SUGGESTED THAT COROI  
SHOULD DEAL WITH BIO CATALYTIC CORP. THROUGH A SUB-

SIDIARY IN AFRICA OR INDONESIA, TO AVOID FREQUENT  
TRANSSHIPMENT AND LONG DELAY, THEREFORE RELIEVING  
TRADE TRANSACTIONS BETWEEN U.S. AND MADAGASCAR.  
VERY INTERESTED IN CONTACTING US CHEMICAL FIRMS,  
ESPECIALLY THOSE ENGAGED IN DISTRIBUTION OF PHOS-  
PHATE, POTASH, SULPHUR. ALREADY REPRESENTS ROHM &  
HAAS COMPANY, PHILADELPHIA, PENNSYLVANIA FOR  
FERTILIZERS.

B. ETS. C. MALAISE  
24 RUE AMPANJAKA-TOERA  
BOITE POSTALE 266  
ANTANANARIVO, MADAGASCAR

CONTACT: JACQUES DEBIZE, COMMERCIAL  
DIRECTOR & TECHNICAL COUNSELOR  
PHONE NO.: 224-88  
CABLE: CAMIMA TANA  
TELEX: 22230 ANTANANARIVO

COMMENT: A MEDIUM-SIZED FIRM FOUNDED IN  
1936 BY CAMILLE MALAISE TRANSFORMED INTO A LIMITED  
LIABILITY COMPANY IN 1953, MAINLY A MILLER AND EXPORTER  
OF HIGH QUALITY RICE, ENGAGED IN GENERAL TRADING OF  
GROCERIES AND RELATED PRODUCTS, WITH ANNUAL SALES  
VOLUME VALUED AT 500 MILLION FMG OR APPR. 0,21 MILLION  
US DOLLARS. REPRESENTS SUZUKI (JAPANESE) FOR MOTOR-  
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CYCLES (NEWLY ACQUIRED), SICLI FOR FIRE EXTINGUISHERS,  
AND FIRESTONE FOR PNEUMATIC INNER TUBES. WISHES TO  
OBTAIN A COMPLETE AND PRECISE LIST OF AGRICULTURAL  
PLANTS WHICH CAN BE TREATED WITH THE BIO CAT FOLIAR  
SPRAY AND SOIL ADDITIVE. REQUIRES CORRESPONDENCE  
IN FRENCH.

C. ETS. RAMANANDRAIBE  
50, RUE PASTEUR, ISOTRY  
BOITE POSTALE 1445  
ANTANANARIVO, MADAGASCAR

CONTACT: MR. PARSON RAMANANDRAIBE, DIRECTOR  
PHONE NO.: 207-36  
CABLE: BESOA TANA  
TELEX: BESOA 22320

COMMENT: A LARGE IMPORT-EXPORT FIRM ESTA-  
BLISHED AS A LIMITED LIABILITY COMPANY IN 1943, TRANS-  
FORMED INTO A CORPORATION IN 1962, CAPITALIZED AT  
US\$540,000 WITH AN ANNUAL SALES VOLUME OF US\$2.2  
MILLION. PRINCIPAL ACTIVITY: EXPORT OF AGRICULTURAL  
PRODUCTS, MAINLY COFFEE, VANILLA AND CLOVES. WISHES

TO EXPAND ITS IMPORT ACTIVITIES, AND IN THAT RESPECT,  
VERY INTERESTED IN CONTACTING US FIRMS, ESPECIALLY  
THOSE ENGAGED IN SALES AND DISTRIBUTION OF MANUFACTUR-  
ED PRODUCTS FOR AGRICULTURAL PROMOTION AND DEVELOPMENT.  
ALSO WISHES TO OBTAIN A COMPLETE AND PRECISE LIST OF  
AGRICULTURAL CROPS WHICH CAN BE TREATED BY BIO CAT  
FOLIAR SPRAY AND SOIL ADDITIVE. MAY WISH TO REPRESENT BIO CATALYTIC CORP. PROVIDED THE PROPOSED  
PRODUCT IS COMPETITIVELY PRICED, TECHNICALLY EFFICIENT,  
AND PROVES ITS ADAPTABILITY TO TROPICAL

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INFO OCT-01 ISO-00 EB-08 /019 W  
-----084865 231424Z /43

R 231216Z AUG 78  
FM AMEMBASSY ANTANANARIVO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0893

UNCLAS SECTION 2 OF 2 ANTANANARIVO 1599

COUNTRY AGRICULTURAL PRODUCTS.

D. S.E.P.C.M. - SOCIETE D'ENGRAIS ET DE  
PRODUITS CHIMIQUES DE MADAGASCAR  
6, RUE DE NICE, IMMEUBLE VITASOA  
BOITE POSTALE 134  
ANTANANARIVO, MADAGASNAR

CONTACT: MR. SAMUEL RAZAFINJATO, DEPUTY  
DIRECTOR  
PHONE NO.: 225-67  
CABLE: BURENGRAIS TANA  
TELEX: 22255 ANTANANARIVO

COMMENT: FIRM IS CAPITALIZED AT 16 MILLION FMG  
APPR. US\$68,000, AND SPECIALIZES IN SALES AND DISTRIBUTION OF INDUSTRIAL AND AGRICULTURAL CHEMICAL PRODUCTS,  
FERTILIZERS, AGRICULTURAL AND FARMING EQUIPMENT. DEPUTY  
DIRECTOR POINTED OUT THAT, AT THE PRESENT TIME, FOLIAR SPRAY  
AND SOIL ADDITIVE IS TOO TECHNICALLY ADVANCED FOR MADAGASCAR'S  
AGRICULTURE, AND REQUIRES A LOT OF FUNDING. HOWEVER,  
MAY WISH TO REPRESENT BIO CATALYTIC CORP. IF THE PROPOSED  
PRODUCT PROVES TO BE HIGHLY EFFICIENT, AND VERY

COMPETITIVE VIS-A-VIS THE FRENCH CHEMICAL PRODUCTS  
THEY ALREADY REPRESENT. EXPRESSED INTEREST IN  
LIQUID CHEMICALS AND FERTILIZERS.

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2. IN GENERAL, ALL THE CONTACTED FIRMS EXPRESSED  
PARTICULAR INTEREST IN CONTACTING US MANUFACTURERS  
OF FERTILIZER COMPONENTS AND NOT JUST OF SOIL ADDI-  
TIVE, WHICH IS ONLY A SUPPLEMENT TO AND NOT A COMPLE-  
MENTARY ELEMENT FOR MAKING FERTILIZER. EXCEPT FOR  
UREA WHICH WILL BE MANUFACTURED BY ZE-REN, THE US/  
MADAGASCAR JOINT VENTURE WHICH WILL BECOME OPERA-  
TIONAL IN 1979, COMPLEMENTARY ELEMENTS  
NECESSARY FOR MAKING FERTILIZER WILL HAVE TO BE IMPORTED  
BY MADAGASCAR. THEREFORE, PROSPECTIVE MARKET FOR  
CHEMICAL ELEMENTS SUCH AS PHOSPHATE, POTASH, SULPHUR,  
ETC., WILL REMAIN IN THE LONG TERM FOR MADAGASCAR.

3. EXCEPT FOR ETS. MALAISE WHICH SPECIFICALLY  
REQUESTED CORRESPONDENCE IN FRENCH, CONTACTED  
FIRMS ARE CAPABLE OF HANDLING ENGLISH CORRESPONDENCE  
BUT WOULD PREFER CORRESPONDING IN FRENCH, IF POSSIBLE.

4. PREPARED: E. RAKOTO-RAZAFIMANDIMBY. APPROVED:  
ANDREW B. SISSON. BARRETT

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## Message Attributes

**Automatic Decaptioning:** X  
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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
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**Disposition History:** n/a  
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**Subject:** ADS REQUEST: BIO CATALYTIC CORP., SCOTTSDALE, ARIZONA  
**TAGS:** BEXP, MA  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
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Declassified/Released  
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EO Systematic Review  
20 Mar 2014  
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